

## ORDER



**Orders**  
**Order / Rev:** 210048  
**Alt Order #:** 06858916  
**Product Desc:** 9/28-10/5 REPUB. NAT'L COMM.  
**Estimate:** 3276  
**Flight Dates:** 09/28/12 - 10/05/12  
**Original Date / Rev:** 09/27/12 / 09/27/12  
**Order Type:** REG

## WVBT

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency**  
**Name:** National Media  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/Republican National Committee  
**Demographic:** A35+  
**Product Codes:** PL2  
**Priority:** P3  
**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** IN7625  
**Agency External ID:** IN302/SP102/SP1137/AL1713/MO2553

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	14	\$17,900.00	\$15,215.00
10/01/12	10/05/12	38	\$25,375.00	\$21,568.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	14	\$17,900.00	\$15,215.00	0.00
October 2012	38	\$25,375.00	\$21,568.75	0.00
<b>Totals</b>	<b>52</b>	<b>\$43,275.00</b>	<b>\$36,783.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
WVBT	20%	\$43,275.00
Market	100%	\$216,375.00

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	42%	\$90,877.50
WGNT	4%	\$8,655.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	8%	\$17,310.00
WTVZ	5%	\$10,818.75
WVEC	21%	\$45,438.75

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	09/30/12	09/30/12	FOX News Sunday Fox News Sunday	CM	10-11a	-----S	:30	1	\$150.00	P1	0.00	NM	1	\$150.00
FOX NWS SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S			1			\$150.00		0.00			
E 2	WVBT	10/01/12	10/01/12		CM	3-4p	M-----	:30	1	\$125.00	P2	0.00	NM	1	\$125.00

Order / Rev: 210048  
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 Flight Dates: 09/28/12 - 10/05/12

Advertiser: POL/Republican National Committee  
 Product Desc: 9/28-10/5 REPUB. NAT'L COMM.  
 Estimate: 3276

WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 3-4p Steve Wilkos											
				STEVE WILKOS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	1		\$125.00		0.00						
E 3	WVBT	10/02/12	10/02/12	M-F 3-4p Steve Wilkos	CM	3-4p	-T-----	:30	1	\$125.00	P2	0.00	NM	1	\$125.00
				STEVE WILKOS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-T-----	1		\$125.00		0.00						
E 4	WVBT	10/03/12	10/03/12	M-F 3-4p Steve Wilkos	CM	3-4p	--W----	:30	1	\$125.00	P2	0.00	NM	1	\$125.00
				STEVE WILKOS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	--W----	1		\$125.00		0.00						
E 5	WVBT	10/04/12	10/04/12	M-F 3-4p Steve Wilkos	CM	3-4p	---T---	:30	1	\$125.00	P2	0.00	NM	1	\$125.00
				STEVE WILKOS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	---T---	1		\$125.00		0.00						
E 6	WVBT	10/05/12	10/05/12	M-F 3-4p Steve Wilkos	CM	3-4p	----F--	:30	1	\$125.00	P2	0.00	NM	1	\$125.00
				STEVE WILKOS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	----F--	1		\$125.00		0.00						
E 7	WVBT	09/28/12	09/28/12	M-F 5-6p Steve Wilkos	CM	5-6p	----F--	:30	2	\$250.00	P1	0.00	NM	2	\$500.00
				STEVE WILKOS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	----F--	2		\$250.00		0.00						
E 8	WVBT	10/01/12	10/01/12	Springer M-F 5-6p Jerry Springer	CM	5-6p	M-----	:30	2	\$250.00	P1	0.00	NM	2	\$500.00
				STEVE WILKOS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	2		\$250.00		0.00						
E 9	WVBT	10/02/12	10/02/12	M-F 5-6p Steve Wilkos	CM	5-6p	-T-----	:30	2	\$250.00	P1	0.00	NM	2	\$500.00
				STEVE WILKOS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-T-----	2		\$250.00		0.00						
E 10	WVBT	10/03/12	10/03/12	M-F 5-6p Steve Wilkos	CM	5-6p	--W----	:30	2	\$250.00	P1	0.00	NM	2	\$500.00
				STEVE WILKOS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	--W----	2		\$250.00		0.00						
E 11	WVBT	10/04/12	10/04/12	M-F 5-6p Steve Wilkos	CM	5-6p	---T---	:30	2	\$250.00	P1	0.00	NM	2	\$500.00
				STEVE WILKOS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	---T---	2		\$250.00		0.00						
E 12	WVBT	10/05/12	10/05/12	M-F 5-6p Steve Wilkos	CM	5-6p	----F--	:30	2	\$250.00	P1	0.00	NM	2	\$500.00
				STEVE WILKOS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	----F--	2		\$250.00		0.00						
E 13	WVBT	09/28/12	09/28/12	M-F 6-7p Maury Povich	CM	6-7p	----F--	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
				MAURY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	----F--	1		\$250.00		0.00						
E 14	WVBT	10/01/12	10/01/12		CM	6-7p	M-----	:30	1	\$250.00	P1	0.00	NM	1	\$250.00

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WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 6-7p Maury Povich											
				MAURY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----			1		\$250.00		0.00				
E 15	WVBT	10/02/12	10/02/12	M-F 6-7p Maury Povich	CM	6-7p	-T-----	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
				MAURY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-T-----			1		\$250.00		0.00				
E 16	WVBT	10/03/12	10/03/12	M-F 6-7p Maury Povich	CM	6-7p	--W----	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
				MAURY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	--W----			1		\$250.00		0.00				
E 17	WVBT	10/04/12	10/04/12	M-F 6-7p Maury Povich	CM	6-7p	---T---	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
				MAURY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	---T---			1		\$250.00		0.00				
E 18	WVBT	10/05/12	10/05/12	M-F 6-7p Maury Povich	CM	6-7p	----F--	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
				MAURY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	----F--			1		\$250.00		0.00				
E 19	WVBT	09/28/12	09/28/12	M-F 7-730p M-F 7-730p	CM	7-730p	----F--	:30	1	\$400.00	P1	0.00	NM	1	\$400.00
				TMZ											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	----F--			1		\$400.00		0.00				
E 20	WVBT	10/01/12	10/01/12	M-F 7-730p M-F 7-730p	CM	7-730p	M-----	:30	1	\$400.00	P1	0.00	NM	1	\$400.00
				TMZ											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----			1		\$400.00		0.00				
E 21	WVBT	10/02/12	10/02/12	M-F 7-730p M-F 7-730p	CM	7-730p	-T-----	:30	1	\$400.00	P1	0.00	NM	1	\$400.00
				TMZ											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-T-----			1		\$400.00		0.00				
E 22	WVBT	10/03/12	10/03/12	M-F 7-730p M-F 7-730p	CM	7-730p	--W----	:30	1	\$400.00	P1	0.00	NM	1	\$400.00
				TMZ											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	--W----			1		\$400.00		0.00				
E 23	WVBT	10/04/12	10/04/12	M-F 7-730p M-F 7-730p	CM	7-730p	---T---	:30	1	\$400.00	P1	0.00	NM	1	\$400.00
				TMZ											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	---T---			1		\$400.00		0.00				
E 24	WVBT	10/05/12	10/05/12	M-F 7-730p M-F 7-730p	CM	7-730p	----F--	:30	1	\$400.00	P1	0.00	NM	1	\$400.00
				TMZ											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	----F--			1		\$400.00		0.00				
E 25	WVBT	10/01/12	10/01/12	Mon Hour 1 Mon 8-9p	CM	8-9p	M-----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
				BONES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----			1		\$2,000.00		0.00				
E 26	WVBT	10/03/12	10/03/12		CM	8-9p	--W----	:30	1	\$2,500.00	P1	0.00	NM	1	\$2,500.00

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 Flight Dates: 09/28/12 - 10/05/12

Advertiser: POL/Republican National Committee  
 Product Desc: 9/28-10/5 REPUB. NAT'L COMM.  
 Estimate: 3276

WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Wed Hour 1 Wed 8-9p X-FCTR-WED <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 --W---- 1 \$2,500.00 0.00															
E 27	WVBT	10/04/12	10/04/12	Thur Hour 1 Thu 8-9p	CM	8-9p	---T---	:30	1	\$2,500.00	P1	0.00	NM	1	\$2,500.00
X-FCTR-THU <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 ---T--- 1 \$2,500.00 0.00															
E 28	WVBT	09/28/12	09/28/12	Fri Hour 1 Fri 8-9p	CM	8-9p	----F--	:30	1	\$800.00	P3	0.00	NM	1	\$800.00
KTCH NTMRS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 ----F-- 1 \$800.00 0.00															
E 29	WVBT	09/29/12	09/29/12	College Football Pregame College Football Pregame	CM	College Football P	-----S-	:30	1	\$600.00	P2	0.00	NM	1	\$600.00
CLG FB PRE-GM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -----S- 1 \$600.00 0.00															
E 30	WVBT	09/29/12	09/29/12	College Football College Football	CM	College Football	-----S-	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
FOX CLG FTBL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -----S- 1 \$1,200.00 0.00															
E 31	WVBT	09/30/12	09/30/12	NFL Redskins NFL Redskins	CM	NFL Redskins	-----S	:30	2	\$5,000.00	P3	0.00	NM	2	\$10,000.00
NFL: REDSKINS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -----S 2 \$5,000.00 0.00															
E 32	WVBT	09/28/12	09/28/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	----F--	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
WVBT FOX NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 ----F-- 1 \$1,200.00 0.00															
E 33	WVBT	10/01/12	10/01/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	M-----	:30	2	\$1,200.00	P1	0.00	NM	2	\$2,400.00
WVBT FOX NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 M----- 2 \$1,200.00 0.00															
E 34	WVBT	10/02/12	10/02/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	-T-----	:30	2	\$1,200.00	P1	0.00	NM	2	\$2,400.00
WVBT FOX NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -T----- 2 \$1,200.00 0.00															
E 35	WVBT	10/03/12	10/03/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	--W----	:30	2	\$1,200.00	P1	0.00	NM	2	\$2,400.00
WVBT FOX NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 --W---- 2 \$1,200.00 0.00															
E 36	WVBT	10/04/12	10/04/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	---T---	:30	2	\$1,200.00	P1	0.00	NM	2	\$2,400.00
WVBT FOX NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 ---T--- 2 \$1,200.00 0.00															
E 37	WVBT	10/05/12	10/05/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	----F--	:30	2	\$1,200.00	P1	0.00	NM	2	\$2,400.00
WVBT FOX NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 ----F-- 2 \$1,200.00 0.00															
E 38	WVBT	09/29/12	09/29/12		CM	Late News (after S	-----S-	:30	1	\$1,000.00	P1	0.00	NM	1	\$1,000.00

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Late News (After Sports)															
Late News (after Sports)															
NWS FOLO FTBL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S-			1		\$1,000.00		0.00				
E 39	WVBT	09/30/12	09/30/12	Su 10-1044p	CM	10-1045p	-----S	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
Fox News @10 Sun															
WVBT FOX NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S			1		\$1,200.00		0.00				
E 40	WVBT	09/30/12	09/30/12	Su 1045-11p	CM	1045-11p	-----S	:30	1	\$600.00	P2	0.00	NM	1	\$600.00
Fox Sportswrap Sun															
SPORTSWRAPWKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S			1		\$600.00		0.00				
													Totals	52	\$43,275.00